

We claim:

1. A system for delivery of data products from vendor systems to portable receiving systems, the system comprising:
 - a data product center, coupled to the portable receiving systems and the vendor systems over one or more communication networks, for storing data products and data product information sent from the vendor systems, receiving data product requests from the portable receiving systems, and generating delivery packets of one or more stored data products or data product information according to at least one of the received data product requests prestored delivery instructions; and
- 10 a data broadcast center coupled to the data product center over a communications network for combining the generated delivery packets with a broadcast signal and for transmitting the combination to one or more portable receiving systems over a broadcast network.
2. The system of Claim 1, further comprising an entertainment broadcaster coupled to the data broadcast center over a communications network for generating the broadcast signal.
- 15 3. The system of Claim 1, wherein the data product center is distributed over a network.
3. The system of Claim 1, wherein the broadcast signal is an analog signal.
4. The system of Claim 1, wherein the broadcast signal is a digital signal.
- 20 5. A portable receiving system for receiving data products and data product information comprising:
 - a portable data unit comprising:

- a broadcast signal receiver for receiving at least one of a data product or data product information modulated with a broadcast signal;
- a processor for separating the at least one data product or data product information from the broadcast signal by demodulating the broadcast signal;
- 5 memory for storing the separated at least one data product or data product information;
- a presentation device for presenting the separated at least one data product or data product information; and
- a user interface for allowing selection of a data product associated with the
- 10 presented data product or data product information; and
- a subscriber interface unit comprising:
- a network interface for connecting the subscriber interface unit to a data product center over a communications network; and
- an interface for connecting to the portable data unit.
- 15 6. The system of Claim 5, wherein the subscriber interface unit further comprises a processor, memory, a user interface and a display device.
7. The system of Claim 6, wherein the subscriber interface unit further comprises a broadcast signal receiver.
8. The system of Claim 5, wherein the network interface is a personal computer
- 20 interface.
9. The system of Claim 5, wherein the portable data unit comprises a housing shaped similar to an audio cassette and the subscriber interface unit is shaped to receive the portable data unit.

10. The system of Claim 9, wherein a portion of the memory is removable from the portable data unit housing.
11. The system of Claim 9, wherein the display and user interface are located on one side of the portable data unit housing.
- 5 12. The system of Claim 9, wherein the portable data unit housing comprises a battery compartment.
13. The system of Claim 9, wherein the portable data unit further comprises an output component for generating a signal for reception by at least one of an analog or digital cassette recorder.
- 10 14. A method for sending a data product within an analog radio signal and receiving the sent data product at a portable data unit, the method comprising:
- sending data products and data product information from a plurality of vendors to a data product center over a communications network;
- storing at the data product center the sent data products and data product
- 15 information;
- sending one or more stored data products and data product information to a data broadcast center;
- at the data broadcast center, modulating at least one of one or more data products and data product information within a radio signal;
- 20 transmitting the modulated signal;
- receiving the transmitted signal at a portable data unit;
- demodulating the received signal into the radio signal and at least one of the data products or the data product information; and

presenting at least a portion of at least one of the data products or the data product information.

15. The method of Claim 14, wherein presenting comprises displaying at least a portion of at least one of the data products or the data product information.

5 16. The method of Claim 14, wherein presenting comprises resonating a sound corresponding to at least a portion of at least one of the data products or the data product information.

17. The method of Claim 14, further comprising selecting at the portable data unit a data product according to the presentation and sending the selection to the data product

10 center over a communications network.

18. The method of Claim 14, wherein modulating comprises modulating at least one of the one or more data products and data product information within one or more range of sideband frequencies.

19. The method of Claim 19, further comprising:

15 determining at the portable data unit reception capabilities;

sending the determined reception capabilities to the data product center over a communications network; and

modulating at least one of one or more data products and data product information according to the sent reception capabilities.

20. 20. A method for sending a data product within an analog television signal and receiving the sent data product at a portable data unit, the method comprising:

sending data products and data product information from a plurality of vendors to a data product center over a communications network;

storing at the data product center the sent data products and data product information;

sending one or more stored data products and data product information to a data broadcast center;

5 at the data broadcast center, modulating at least one of one or more data products and data product information within a television signal;

transmitting the modulated signal;

receiving the transmitted signal at a portable data unit;

demodulating the received signal into the television signal and at least one of the

10 data products or the data product information; and

presenting at least a portion of at least one of the data products or the data product information.

21. The method of Claim 20, wherein presenting comprises displaying at least a portion of at least one of the data products or the data product information.

15 22. The method of Claim 20, wherein presenting comprises resonating a sound corresponding to at least a portion of at least one of the data products or the data product information.

23. The method of Claim 20, further comprising selecting at the portable data unit a data product according to the presentation and sending the selection to the data product center over a communications network.

24. The method of Claim 20, wherein modulating comprises modulating at least one of the one or more data products and data product information within a portion of the horizontal sync pulse of the television signal.

25. The method of Claim 20, wherein modulating comprises modulating at least one of the one or more data products and data product information within a portion of the color burst of the television signal.
26. The method of Claim 20, wherein modulating comprises modulating at least one of the one or more data products and data product information within the image portion of the television signal.
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27. The method of Claim 20, wherein modulating comprises modulating at least one of the one or more data products and data product information after the image portion of the television signal.
- 10 28. The method of Claim 20, further comprising:
- determining at the portable data unit reception capabilities;
- sending the determined reception capabilities to the data product center over a communications network; and
- modulating at least one of one or more data products and data product information
- 15 according to the sent reception capabilities.